

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u> 571491 /		<u>Alt Order #</u> 07900670
<u>Product</u> MAJORITY PAC		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 11683
<u>Advertiser</u> Senate Majority Pac		<u>Original Date / Revision</u> 08/28/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

and:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/23/12	10/26/12	CBS This Morning	7-9a		:30			NM	4	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$340.00			
2	3	10/29/12	10/29/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$340.00			
3	3	10/27/12	10/27/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00			
4	3	10/23/12	10/26/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$675.00			
5	3	10/29/12	10/29/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$675.00			
6	3	10/23/12	10/26/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$850.00			
7	3	10/23/12	10/26/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$880.00			
<b>Totals</b>											<b>13</b>	<b>\$7,055.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
0/01/12 - 10/28/12	11	\$6,040.00	\$5,134.00
0/29/12 - 10/29/12	2	\$1,015.00	\$862.75
<b>Totals</b>	<b>13</b>	<b>\$7,055.00</b>	<b>\$5,996.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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